

Problems of employment assistance for young specialists in the Tyumen Region

Problemas de asistencia al empleo para jóvenes especialistas en la región de Tyumen

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Contents

- [1. Introduction](#)
- [2. Methods](#)
- [3. Results](#)
- [4. Discussion](#)
- [5. Conclusion](#)

[References](#)

ABSTRACT:

The unemployment of young people who are one of the most effective resources in the transformation of society becomes a factor of slowdown, a socio-economic barrier of development, is a sociocultural threat, causes psychosocial degradation of an individual, and leads only to negative social consequences. The purpose of the study is to assess the effectiveness of the implementation of the social program aimed at ensuring the employment of young people and to identify the conformance of the training quality of graduates of higher education institutions with the requirements of employers in the Tyumen Region of the Russian Federation. The empirical base is represented by the results of a sociological survey organized in the federal and regional educational organizations of the higher education system of the city of Tyumen (Russia), using the method of questioning graduate students and the method of an expert survey of employers (heads of enterprises). The results of the authors' research of the theoretical and practical level are the organizational and managerial mechanism for the prevention of unemployment of the graduates in the city of Tyumen, revealed from the position of interaction of subjects of socialization at the state and local society level, and practical recommendations on ensuring equal opportunities for graduates of educational organizations with the help of the "On-the-job training" social program.

Keywords: employment of population, quality of the specialist training, prevention of unemployment, professional self-determination of young people, social support, social consequences of unemployment of the employable population, social programs, employment of the graduates of educational organizations.

RESUMEN:

El desempleo de los jóvenes, que son uno de los recursos más efectivos en la transformación de la sociedad, se convierte en un factor de desaceleración, una barrera socio-económica del desarrollo, es una amenaza sociocultural, causa la degradación psicosocial de un individuo, y conduce solamente a las consecuencias sociales negativas. El objetivo del estudio es evaluar la efectividad de la implementación del programa social destinado a garantizar el empleo de los jóvenes e identificar la conformidad de la calidad de formación de los egresados de las instituciones de educación superior con la requisitos de los empleadores en la región Tyumen de la Federación de Rusia. La base empírica está representada por los resultados de una encuesta sociológica organizada en las organizaciones educativas federales y regionales del sistema de educación superior de la ciudad de Tyumen (Rusia), utilizando el método de cuestionar a los estudiantes graduados y el método de un estudio pericial de los empleadores (jefes de empresas). Los resultados de la investigación de los autores del nivel teórico y práctico son el mecanismo organizacional y de gestión para la prevención del desempleo de los egresados de la ciudad de Tyumen, revelados desde la posición de interacción de sujetos de socialización a nivel de la sociedad estatal y local, y recomendaciones prácticas para asegurar la igualdad de oportunidades para los graduados de organizaciones educativas con la ayuda del programa social "capacitación en el trabajo".

Palabras clave: empleo de la población, calidad de la formación especializada, prevención del desempleo, autodeterminación profesional de los jóvenes, apoyo social, consecuencias sociales del desempleo de la población empleable, programas sociales, empleo de los egresados de organizaciones educativas.

1. Introduction

1.1 Presentation of the problem

The unemployment of the population brings with it not only poverty, but also spiritual and moral degradation of people. Unemployment, according to sociological research, has extremely negative social consequences for society as a whole and for individual social groups, since the lack of demand for knowledge, production experience, the transition from one social group to another is experienced acutely (Pavlenok, 2009, p. 6). Studies have documented the main psychological qualities of an unemployed citizen: low level of social boldness, pessimism and caution in behavior, distrustfulness or skepticism, persistent marginal emotional state (Pavlenok, 1999, p. 157). Young people as the most dynamic socio-demographic group easily fall under the influence of criminal structures and begin an antisocial way of life (Gordilov, 2007, p. 79). Unemployment provokes the problems of deviant behavior, alcoholism, drug addiction, the growth of prostitution and homelessness (Pavlenok, & Rudneva, 2007, p. 21).

Among the consequences of the unemployment of a person, one more problem is acute: the growth of social and political tension, the threat of social explosion, the aggravation of interethnic problems, manifested in strikes, demonstrations, rallies, hunger strikes and other signs of protest in the area of economy.

Another socially dangerous consequence of unemployment is the exclusion of a large number of able-bodied human resources from active economic life, which puts a heavy burden on the budget of any democratic social state: the need grows for the resources to pay unemployment benefits to unemployed citizens and provide social assistance to them; the costs increase associated with the organization of employment service structures; the social protection programs are expanding, etc.

All this makes topical the problem of preventing unemployment of the population and makes this direction the main one in the country's social and economic policy. In the State Program of the Russian Federation "Assistance to Employment of the Population", particular attention is paid to providing employment for such groups as disabled people and graduates of higher education institutions and secondary vocational schools.

It is the youth that is the most active part of civil society: young people adapt better to the introduction of innovative projects and technologies in various spheres, they can master fundamentally new knowledge and ideas (Danilova, 2013, p. 354). However, it should be noted that the social situation of the majority of Russian youth remains unsatisfactory (Verbenko, 2015). First of all, it is connected with the problems of employment and obtaining high-quality professional training.

Today, the problem of employing the graduates is becoming especially urgent, because the job market is expanding, but, at the same time, the level of requirements for the specialist training is also increasing (Shemetova, 2012). The factors that aggravate the problems of youth employment include: the disparity between the profile of the acquired specialty and the current needs of the labor market (Marmyshev, & Potemina, n.d.); insufficient awareness of prospective students (future graduates) about the trends in the labor market; lack of practical experience of professional activity; low level of professional skills; inability to relate one's qualification to the requirements of the vacancy and to pass the interview; widening of the gap between the young people's labor claims and the possibilities of satisfying them (Professional Expectations of Modern Russian Youth, n.d.).

An analysis of the current Russian labor market has shown that the supply of labor exceeds the number of vacancies; therefore, it is very difficult for the graduates of vocational schools, often lacking any practical experience other than on-the-job training, to compete with qualified specialists. The fact is important that the unstable situation of working youth in connection with the ongoing processes of releasing workers, the introduction of part-time employment regimes, also lead to an increase in the number of people in need of finding employment (Garina, 2013). According to the information provided by employers to the Employment Center, one out of every five people which are to be released is a young person under the age of 30 (Center for Employment of the Population of the city of Tyumen and the Tyumen Region, n.d.). However, we cannot help noticing the presence of positive factors in the youth labor market: young people are more mobile, adapt faster in changing conditions, and are more willing to acquire new knowledge.

The main subjects for solving employment problems are the Employment Centers (Pankratova, 2011, p. 268), which, in order to effectively solve the problems of social and professional self-determination of youth, increasing their competitiveness and protection against unemployment (Pivovarova, 2014), implement employment promotion activities, as well as special programs aimed at securing the employment of graduates.

1.2. Experience in solving the problem of employment of the graduates of educational organizations in the Tyumen Region.

In order to minimize the consequences of unemployment for the graduates of educational organizations, taking into account the current situation in the regions of Russia, experiencing difficulties in finding employment for young professionals, the state social program "On-the-job training" has been developed and implemented. One of the regions implementing this social program is the Tyumen Region. In the framework of this program, on-the-job training is understood as industrial (labor) activity in specially created or designated by the employer workplaces according to the received qualification (profession, specialty), as well as other areas of vocational training related in terms of the work content. Graduates of institutions of higher, secondary and primary vocational education, who have no work experience, can take part in the on-the-job training. This is a mutually beneficial process for both graduates and employers. On-the-job training enables young specialists to show and prove themselves, helps them acquire practical experience in their specialty, understand their place in the profession, gives a chance to start a career. The organization that recruits the personnel through the provision of traineeship places excludes the possibility of an incompetent specialist being employed.

Statistics of the Employment Center of the city of Tyumen and the Tyumen region for graduates of higher and secondary vocational schools (Report on the Results of the Activities of the State Autonomous Institution of the Tyumen Region the Employment Center of the City of Tyumen and the Tyumen Region, n.d.), who applied for help in employment, is presented in Table 1 "Dynamics of the number of applying citizens of the "Graduate" category for 2013-2015."

Table 1
Dynamics of the number of applying citizens of the "Graduate" category for 2013-2015

Indicator	2013	2014	2015
Number of graduates who applied to the Employment Center	400	354	374
Among them:			
Employed for a permanent place of work	132	163	150

Employed in the framework of the "On-the-job training" program	129	89	116
Employed for temporary work, not according to specialty	105	80	69
Decided not to use the services of the Employment Center for various reasons	25	13	6

Table 2 "Analysis of allocated funds for the implementation of the "On-the-job training" program for 2013-2015" reflects the data on the funds from the regional budget, spent on the implementation of the "On-the-job training" program.

Table 2
Analysis of allocated funds for the implementation of the "On-the-job training" program for 2013-2015

Indicator	2013	2014	2015
Funds that have been allocated to implement the program from the regional budget, roubles	3,311,763	2,221,152	4,799,110
Spent funds, roubles	3,195,140	1,886,490	4,324,330
Fund balance, roubles	116,623	334,662	474,780

In 2016, the volume of financing amounted to 91,666.28 thousand rubles, whereas the number of participants was 2,046 people, which gives evidence to an increase in the amount of funding from the budget and the positive dynamics of the number of participants in the program (The Number of Participants and the Amount of Financing Additional Activities to Promote Employment and Reduce Labor Market Tension in 2016, n.d.).

In Table 3 "Dynamics of employers participating in the "On-the-job training" program for 2013-2015", an analysis is presented of the dynamics of enterprises (employers) taking part in the "On-the-job training" program. The data indicate a decrease in the number of enterprises able to provide jobs, but the total number of vacant job positions remains the same.

Table 3.
Dynamics of employers participating in the "On-the-job training" program for 2013-2015

Indicator	2013	2014	2015
Number of enterprises participating in the program	26	12	11
Number of jobs created	137	96	132

Table 4 "Number of graduates participating in the "On-the-job training" program in the years 2013-2015" presents an analysis of the results of participation of graduates in the "On-the-job training" program for the period under study (Results of the Implementation of Program Activities for 2015, n.d.).

Table 4
Number of graduates participating in the "On-the-job training" program in 2013-2015

Indicator	2013	2014	2015
Participated, people	129	89	116
Among them:			
Have completed on-the-job training	96	86	110
Have not completed on-the-job training	33	3	6
Among the latter:			
Have found employment in a permanent workplace according to the obtained profession in another enterprise	13	3	6
Have found employment in a permanent workplace not according to the obtained profession	18	-	-
Terminated their participation for other reasons (service in the army, birth of a child, etc.)	2	-	-

A theoretical analysis of the problems of assessing the effectiveness of social programs showed that the methodological foundations of this issue have not been fully established. There is still no uniform terminology and methods for determining the effectiveness indicators. The main difficulty is to measure the final result.

2. Methods

In addition to the theoretical analysis of the problem of assessing the effectiveness of social programs and analyzing statistical data, the authors conducted a study by interviewing students of final courses of two major higher education institutions of the Tyumen Region. We chose as respondents the students of a federal educational organization, in particular, the Tyumen State Oil and Gas University (now the Tyumen Industrial University), who amounted to 47.4%, as well as the students of a regional one, the Tyumen State Academy of World Economics of Management and Law – 52.6% of the respondents. The total population was calculated on the basis of statistical data. A simple random selection was used to generate the sample. The total population was 3,673 people. The sample totaled 295 students. The sampling error was 5.5% (Uhabina, & Cheremisina, 2011, p. 77).

The purpose of the sociological research was to identify the conformity of the quality level of the graduates' training with the requirements of employers and identify the problems of finding employment by young professionals. In addition to the survey of respondents, a survey was also conducted among the experts, the heads of enterprises of the city of Tyumen.

The main methods of sociological research were a survey, an expert survey and an analysis of documents. In developing the research program and processing the results, the authors used logical methods – the argumentation of author's judgments, and the statistical ones – percentage distribution, the method of ranking.

The questionnaire developed by the authors for the respondents consisted of successive semantic blocks. The first block included an analysis of the goals and motivation for obtaining higher education, an analysis of the cognitive activity of students. In the second block, the authors wanted to assess the quality of the graduates' training and their satisfaction with the level of education received. The third set of questions was aimed at identifying problems directly related to the employment of graduates.

3. Results

3.1. First block of questions

When analyzing the first block of questions, the authors identified the main students' motives for obtaining higher education. In particular, the students of the federal educational organization singled out: professional development, the possibility of personal self-realization, higher professional education as the basis of their future material well-being, as well as the realization of the need for self-affirmation and self-respect. The motives of the students of the regional educational institution were the same; however, in addition, they singled out the need to achieve a certain level of general and professional culture. Thus, the motive of self-worth (prestige, relevance) of higher professional education is the most important motive influencing the decision to enter the university. The results are presented in Table 5 "Motives for obtaining higher professional education".

Table 5
Motives for obtaining higher professional education

What is higher education for you?	Students of higher education institutions	
	%	Rank
1. The foundation for professional development	48.3	1
2. The basis of material prosperity	43.5	2
3. The possibility of personal self-realization	34.6	3
4. The need for self-affirmation and self-esteem	21.5	4
5. The need to comply with the norms of one's social environment	5.6	6
6. The need to achieve a certain level of general and professional culture	20.8	5

The analysis of the students' opinion on the quality of education allowed the authors to obtain the following results: students of both higher education institutions related the quality of education, first of all, to obtaining the knowledge that was directly in demand in the practice of professional activity (56.2%). They also focused on the development of personal qualities (34.9%) and only then on the regulatory parameters, relating the quality of education to educational standards (31.9%). In the opinion of the authors, the dominance in the students' opinions of the idea about "knowledge demanded by the labor market" is a requirement of time, which forces young people to focus on rapid professional development, while professional self-determination, often, takes a back seat.

3.2. Industrial practice and job placement of students

The results of the survey showed that students of both educational organizations were satisfied with the conditions of industrial practice, 60.5%. However, 39.5% of respondents assessed the organization and the conditions for the practice as not meeting their expectations, since they did not see interest in them in the enterprises.

In the process of analyzing the conformity of the training quality of the graduates of higher educational institutions with the requirements of employers, as well as identifying the problems of employment of young specialists, the authors found that in order to improve the quality and efficiency of the educational process, it was advisable to develop a system of interaction with potential employers in educational organizations and to increase the number of hours devoted to practical training during the training period, as was reflected in Table 6 "Opinion of respondents on the need for changes in the preparation of specialists in the acquired specialty".

Table 6
Opinion of respondents on the need for changes in the preparation of specialists in the acquired specialty

What needs to be changed in training specialists in your specialty?	Students of higher education institutions	
	%	Rank
To deepen theoretical training in special subjects	14.0	4
To increase the level of training in a foreign language	18.7	3
To pay more attention to professional-applied training	21.9	2
Theory should go in close connection with practice (increase the amount of practice)	70.2	1
Other (to increase motivation and qualifications of the faculty, the acquisition of practical experience by the faculty)	3.8	5

The data obtained can be explained by the fact that the contemporary system of Russian higher professional education is developing with an orientation toward an integrated educational space, which leads to academic mobility. The need to acquire a high level of theoretical training in special subjects testifies to the motivation of young people in professional development and professional self-realization.

3.3. Employment in the field of vocational training

Every fourth respondent was pessimistic in connection with the search of a job corresponding to the field of training, answering that it was almost impossible to get a job according to the obtained specialty. However, most of the respondents expressed desire to work specifically according to the profile of their professional training. The results are presented in Table 7 "Opinion of respondents on the possibility of finding a job according to the professional training profile".

Table 7
Opinion of respondents on the possibility of finding a job according to the professional training profile

How do you assess the real opportunity to find a job according to the obtained specialty?	Students %
The employment according to the obtained professional profile is not a problem	14.1
Getting a job according to the obtained specialty is difficult, but possible	53.4
It is practically impossible to get a job according to the obtained professional profile	25.3
Difficult to answer	7.2

As a result of the survey of respondents, it was revealed that the students combined their education with work. One-fourth of the respondents combined work and training consistently, two-fourths, from time to time. Most of the respondents did not work in their specialty, however, they were constantly employed, and only 12.3% of respondents had jobs related to their future profession.

By the time of graduation from the educational institution, only a small part of the respondents had decided upon a place of future work. Of these, the majority of students received an offer of employment from the employers directly after graduation from the higher education institution or after completion of industrial practice. A significant part of the respondents, having several variants of places for further employment, were faced with the choice of a place of work, but they had not yet decided definitively. Nevertheless, a sufficiently large number of graduates faced the problem of employment and search for a job. On average, 7% of graduates did not attempt to find a job at all and did not think about the place of future work. These data are presented in Table 8 "About the place of future work".

Table 8
About the place of future work

Have you decided on the place of future work?	Students
Yes, I know exactly where I will work and what will be my occupation	14.3
Yes, I decided on my place of work, but I only roughly know about my future professional duties	7.1
There are several options, but I have not yet made a decision	38.6
I am actively looking for work, but have not found anything suitable	32.9
Have not thought about it yet	7.1

The main guiding parameter in choosing the place of work for two thirds of the respondents is the high pay criterion, then there comes the orientation toward the opportunity of making a career, and only then they take into account the opportunity for professional growth, which in general is akin to career and development of abilities, which is comparable to personal growth.

Entrepreneurship and resourcefulness come first among the indicators necessary for successful employment. This distribution of respondents' answers is not accidental: in the country with market economy, its public sector is gradually reduced, and the private one, increased. The authors believe that such a ranking of students' answers, to date, is very natural, since the status of a "connected man" is often a defense against contacts with unpleasant aspects in professional work, career and in life.

3.4. Opinions of the employers

The results of the sociological survey showed that the competitiveness of the higher education institution and its graduates, in the opinion of employers, largely depended on the quality of student training, the level of qualification of the faculty and the use of modern technologies in teaching. The data are presented in Table 9 "Expert evaluation of the indicators affecting the competitiveness of the higher education institution and the quality of education of graduates, in percentage of the total number of respondents". Every third employer believes that the quality of education of young professionals is significantly influenced by the interaction of the higher education institution with the enterprises of the city/region, since good practice during the period of training allows students to form practical skills necessary for finding a job after graduation.

Table 9
Expert evaluation of the indicators affecting the competitiveness of the higher education institution and the quality of education of graduates, in percentage of the total number of respondents

No.	Criteria	Significance of the criterion		
		Very important	Rather important	Absolutely not important
1.	Training quality of the graduates of the higher education institution	86.9	13.1	-
2.	The variety of directions and levels of training at the higher education institution	21.7	43.5	34.8
3.	Scale of the higher education institution	17.4	26.1	56.5
4.	Percentage of the graduates who had found a job	30.4	47.8	21.8
5.	Qualification level of the faculty	73.9	26.1	-
6.	Interaction of the higher education institution with enterprises	30.4	65.2	4.4

7.	Availability in the higher education institution of a modern material and technical base	47.8	52.2	-
8.	Usage of modern technologies in teaching	60.9	39.1	-

Most experts believe that the modern quality of education does not fully meet the requirements of employers, but only partially satisfies their interests. Every fourth employer believes that the level of training of young professionals does not meet the requirements of the labor market. The data are confirmed in Table 10 "Opinion of experts (employers) about the problems in the system of higher vocational education, in percentage of the number of respondents". These problems have negative impact on the quality of education, degrading the level of not only practical, but also theoretical training of students.

Table 10
Opinion of experts (employers) about the problems in the system of higher vocational education, in percentage of the number of respondents

The most alarming in the system of modern higher education is:	%	Rank
1. The gap between higher education institutions and the labor market	47.9	1
2. The state's attitude to the education system	22.1	3
3. Insufficient state financing of higher education institutions	16.9	4
4. Lowering the prestige of education	-	-
5. Low qualification of teachers	9.4	6
6. Reduction of requirements to the training quality of specialists from the higher education institution	31.5	2
7. Inadequate resource base	12.7	5
8. Other (corruption)	2.1	7

According to experts, federal and regional authorities (Mekhrishvili, & Barablina, 2012, p. 92) should take the greatest responsibility for the employment of graduates, as well as educational organizations and only then the graduates themselves. To date, the responsibility for the employment of graduates is the prerogative of either the students themselves and their parents or higher education institutions, the participation of federal and regional authorities in resolving the problems of finding employment for graduates is really not significant. To address these problems, first, a review of the principles of funding and allocation of budgetary places is necessary. Secondly, active cooperation of higher education institutions with potential employers is required.

3.5. Organization and management mechanism for the prevention of unemployment among the graduates.

The result of the theoretical and practical research is the organization and management mechanism for the prevention of unemployment among the graduates in the city of Tyumen, where the main vocational guidance is carried out from the positions of interagency interaction of the employment center, higher educational organizations, employers and the city administration with the aim of continuously monitoring and analyzing the quality of the "On-the-job training" program in order to ensure the provision of equal opportunities for the graduates of educational institutions.

The analysis of problem situations in modern higher education, in general, and in the higher education institutions of Tyumen, in particular, showed that the decline in the quality of training of young professionals was the result of inadequate interaction between higher education institutions and employers. However, some positive processes of transformation in the "university-employer" system are taking place. The developing cooperation allows higher education institutions getting information about the changing requirements of the humanitarian branch to specialists; promptly adjusting the educational programs, which in turn contributes to the increasing competitiveness of both the graduate and the institution. At the same time, enterprises (organizations) get the opportunity to influence the training process, take a direct part in training and get specialists trained on a "special order". The quality of graduates' training is correlated, first of all, with the requirements of the labor market. In that, the main criterion of the quality of education is not so much the amount of theoretical knowledge but the presence of well-formed practical skills, as well as general cultural, professional and professional competencies. Presently, the moral aspect and ethics of responsibility are of exceptional importance.

4. Discussion

In order to draw conclusions about the effectiveness of the social program, in particular, the "On-the-job training" program, it is necessary to evaluate its impact with respect to different indicators and criteria. The presented analysis of the implementation of the "On-the-job training" social program allows concluding that only quantitative indicators are used to evaluate its effectiveness: the number of graduates participating in the program; the number of graduates who have found

employment; the number of enterprises participating in the realization of the program; the number of jobs created for practical training; the amount of allocated and disbursed funds for the implementation of the program.

According to the authors, the main problem faced in the implementation of most social programs is the lack of qualitative content in the quantitative characteristics – the indicators of effectiveness. Along with the presented quantitative indicators, a number of other indicators should be used to assess the quality of implementation and effectiveness of the program under study, for example: increasing the number of new jobs and improving the conditions for practical training; increasing the number and expanding the range of employers (enterprises, organizations) in the region participating in the implementation of the program; engaging of enterprises and organizations of other regions in the implementation of the program with the aim of increasing the mobility of young professionals and finding a job for them, if their specialization is narrow; satisfaction of the trainees with the conditions of the practical training and the prospects for finding a job after it; satisfaction of employers with the trainees and with the conditions of the program implementation.

It should be remembered that, as the qualitative indicators of the socio-economic efficiency of the program, we can also consider the economy of budget expenditures, the possibility of attracting extra-budgetary funds to the program. When implementing the "On-the-job training" program, we can observe not a reduction, but rather an increase in the expenditure of budgetary money. While in 2013, 24,768.5 roubles were spent for the practical training of one specialist, in 2015, this number was already 37,278.8 roubles (Results of the Implementation of Program Activities for 2015, n.d.). Simultaneously, it should be also noted that the number of employers participating in the implementation of the social program is decreasing. The reasons for changing these indicators are manifold, but there is no monitoring of these changes and the reasons that caused them. However, it is monitoring of the program that is an important condition for success, providing the possibility of its evaluation and adjustment.

5. Conclusion

Developing mechanisms of overcoming social problems of the youth, in particular, the problem of preventing unemployment of the graduates of higher education educational institutions in Russia, it is necessary, under the current conditions, to take into account regional specifics, because the reasons for unemployment differ in various regions.

In conclusion, it can be noted that preventing the unemployment of young people requires continuous functioning of the social program, the results of which will be constantly monitored and made public.

The economic and social progress that is taking shape in the Russian society today is conditioned by fundamental changes in the state policy of the Russian Federation in all spheres of the state's life.

According to the authors, the results of implementing the "On-the-job training" social program in Tyumen and the Tyumen Region are very informative and important, but do not allow one to fully judge whether the program provides the best way to meet the needs of the target group. The research of the authors on the problems of improving the quality of vocational training and employment of young people makes it possible to conclude that no less effective ways of solving the problem can be the following: expansion of the contractual system of specialist training; quota system for workplaces; involvement of employers in creating jobs for practical training and on-the-job training for students during the training period; formation of social order, etc.

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[Índice]

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